The STORAGRAM

PUBLISHED BY AND FOR THE EMPLOYEES OF KAUFMANN'S "THE BIG STORE"

GOOD BUSINESS

If I possessed a shop or store,
I'd drive the grouches off my floor;
I'd never let some gloomy guy
Offend the folks who come to buy;
I'd never keep a boy or clerk
With mental toothache at his work,
Nor let a man who draws my pay
Drive customers of mine away.

I'd treat the man who takes my time,
And spends a nickel or a dime,
With courtesy and make him feel
That I was pleased to close the deal.
Because tomorrow, who can tell?
He may want stuff I have to sell,
And in that case then glad he'll be
To spend his dollars all with me.

The reason people pass one door
To patronize another store
Is not because the busier place
Has better silks or gloves or lace,
Or cheaper prices, but it lies
In pleasant words and smiling eyes;
The only difference, I believe,
Is in the treatment folks receive.

It is good business to be fair,
To keep a bright and cheerful air
About the place, and not to show
Your customers how much you know;
Whatever any patron did
I'd try to keep my temper hid,
And never let him spread along
The word that I had done him wrong.

Edgar A. Guest

VOLUME 2
No. 1

JANUARY
1921

The STORAGRAM

Published in the interests of the employees of
KAUFMANN'S
"The Big Store"

Have You Ceased to Study?

BRUCE BARTON.

A man named Brown and a man named Black graduated from high school and entered business in New York at the same time.

Both made rapid progress. At twenty-five each of them was drawing $2,500 a year.

"Coming men," said their friends. "If they are so far along at twenty-five, where will they be at fifty?"

Black went on. At fifty he is president of his company, with an income of $25,000 a year.

But something happened to Brown. He never fulfilled the large promise of his youth; at fifty he had hardly advanced beyond his thirty mark.

What was it that happened to these two men of equal education and—so far as the world could judge—equal ability?

I will tell you.

Brown became satisfied. He ceased to study; which means that he ceased to grow.

Black has told me that when he reached $5,000 a year he said to himself: "I have made a good start. Nothing can stop me if I keep my health and keep growing. I must study, study, study: I must be the best informed man in the business in the United States."

There is the difference. One stayed in school: one did not.

The position you attain before you are twenty-five years old is of no particular credit to you. You gained that simply on the education your parents gave you—education that cost you no sacrifice.

But the progress you make in the world after twenty-five—that is, the progress that you must make by educating yourself. It will be in proportion to the amount of study you give to your work in excess of the amount the other man gives.

Analyze any successful man and you will find these three great facts:

He had an aim:

Lord Campbell wrote to his father, as an excuse for not coming home over the holidays:

"To have any chance of success, I must be more steady than other men. I must be in chambers when they are at the theatre: I must study when they are asleep: I must, above all, remain in town while they are in the country."

He worked:

"I have worked," said Daniel Webster, "for more than twelve hours a day for fifty years."

He studied:

Vice-President Henry Wilson was born in the direst poverty.

"Want sat by my cradle," he says. "I know what it is to ask my mother for bread when she had none to give. I left home when ten years of age, and served an apprenticeship of eleven years, receiving one month's schooling each year, and at the end of eleven years of hard work, a yoke of oxen and six sheep, which brought me $84.00."

(*Continued on page 3*)

BID FAREWELL TO "THE BIG STORE"

1. MR. GEORGE S. KERNGOOD.
2. MR. CALVIN WALRATH.
3. MISS MARGARET HAYS.
4. MISS ROSE HUDSON.

With the coming of the New Year changes are being made in several departments in "The Big Store." But this year, more than any other, meant many farewells to departments and fellow employees.

Mr. Kerngood, Millinery Buyer, Personnel Director and Employment Manager, left us to go in business for himself in millinery manufacturing. He joined the ranks of "The Big Store" in January, 1917, as millinery buyer. Since that time he had annexed the other positions.

Possibly no individual member has done so much for the personnel of the store as Mr. Kerngood. He founded and promoted the employment bureau to its present standard, made possible the publication of the Storagram, and was president for four years of the Policy Board. Beside the real credit due him in the store Mr. Kerngood was active on the outside in Associations, both merchandising and educational.

He was one of the original founders of the Retail Millinery Association, and was its vice-president for five years. On the instance of entering the wholesale millinery business the Association honored him with a luncheon at the Pennsylvania Hotel, New York, and presented him with an exquisite gold watch. The Personnel Division presented Mr. Kerngood with an automobile lunch kit, fully equipped, but not with a lunch—according to Miss McKenzie.

The entire Millinery Department combined and presented him with an artistic gold cigarette case.

Mr. Kerngood will be known now as the Bluebird Hats, Inc., and we can't help but know that in this new business he will be as successful as he was here. Bluebird means happiness and happiness means success in an undertaking.

Another to leave us at the first of the year was Mr. E. F. Dreyfuss, merchandis-

ing manager of the basement. He assisted the various buyers of the basement in the selection of merchandise and acted as general manager of the basement store. He left to take charge of B. Lowenstein & Sons, Memphis, Tenn., a department store.

The Boys' Clothing Department will certainly miss Mr. Walrath, who left the first of this month to go to the Rosenbaum Company. Mr. Walrath has been here five years and it is with regret that we see him go. The department presented him with a gold watch as a farewell token.

Joining Mr. Walrath at the Rosenbaum Co., will be Miss Margaret Hays, who also left the first of this month to take charge of their millinery work room. The Millinery Work room, Ninth Floor, combined a farewell party and a Christmas party in honor of Miss Hays. More than 35 women, both of the French and Ninth Floor Rooms, were present.

The old order changeth with Miss Hudson for she has gone Southland for a three months' vacation. Miss Hudson was very busy all during the holidays and felt that she really needed a rest, so, when the opportunity to go to Florida presented itself, she took it.

THE IRREVOCABLE HAS HAPPENED

The wedding of Miss Eva W. Vogel, daughter of Mrs. H. Vogel, of Forbes street, and Mortimer E. Lautman, took place Wednesday, January 5th, in the Rodef Shalom Temple, with the Rev. Dr. Samuel H. Goldenson officiating. Mrs. Irwin Wolf was matron of honor, and Dr. Louis Lautman was his brother's best man. The ushers were Harry Hornstein, Samuel Jacobs, of Brooklyn, N. Y.; Herbert Heyman, Walter Meyer and Oliver Kaufman. A dinner for the families in the Hotel Schenley followed the ceremony.

THE GHOST WALKS THEN

'Twas the night before pay-day, and all
through my jeans
I hunted in vain for the price of some beans;
Not a quarter was stirring, not even a jit;
The kale was off duty, milled adges had
quit.
Forward, turn forward, O Time, in thy
flight!
Make it tomorrow just for tonight.—Ex.

Talent knows what to do, tact knows when and how to do it.

(*Continued from Page 1*)

Yet in those eleven years of grueling labor he found time to read and study more than one hundred books.

Really big business men check themselves up each autumn at the beginning of a new business year.

"This year," they say, "I am going to master one new subject. I am going to pursue such and such studies, which will increase my ability and earning power."

The bigger they are the longer they keep themselves in school. Gladstone took up a new language after he had reached seventy.

Have you left school?

As a matter of fact, did you grow mentally last year? What definite subject are you planning to devote your evenings to this year?

"As a rule," said Disraeli, "the most successful man in life is the man who has the most information."

IF YOU WERE BOSS

If you were boss and a fellow like you
Came in and requested a raise,
If he did his work in the way that you do,
Would you speak of his toiling in praise?
Would the way that you tackle your task
every day,
Indifferent to profit or loss,
By another from you win an increase in pay
If you were the fellow that's boss?

If you were the chief and a vacancy came,
As vacancies frequently do,
Do you think that you'd hasten to fill up
the same
With a youth that is very like you?
In his manner of working, think you that
you'd find
Any trait that would cause you to gloat?
Oh, if you were boss, are you sure you're
the kind
Of a fellow that you would promote?

If you owned the business this morning
instead
Of working for people who do,
Do you think you would trouble or bother
your head
About a young fellow like you?
Take a look at yourself, though it gives you
a jar,
You may rally the next time you tire;
If you were the boss, would you say that
you are
The kind of a fellow you'd hire?

Ex.

MILLINERY WORKROOM CHRISTMAS PARTY

Sandwiches, salad, pickles, olives, coffee, cake and candy comprised the luncheon served by the Millinery Workroom the day before Christmas. This party was given as a farewell one to Miss Hays, and as the annual Millinery Christmas Party.

Favors were bought suitable for each girl and at their opening bedlam turned loose. Miss Wallaston received a Kewpie Doll wearing a duplicate of the model hat she now wears. Miss Hays' favor was a small hat box containing eight copies of the season's models' made by the girls of the workroom. Miss Dietrich needed aprons so badly that each of her girls presented her with a tiny hand made one. Miss McDonough got that long-hoped-for man, but it didn't do her much good to get him for he immediately "gyped" her for Annie Bieger.

Mr. Mundheim and Mr. Kerngood were invited guests. Mr. Kerngood gave a short farewell talk which was followed by a talk from Mr. Mundheim on his trip to Europe. The girls presented Miss Hays with bronze book-ends, representing Dante and Beatrice.

Unlike any other department of the Big Store, the Millinery Workrooms always show a feeling of real fellowship. Whether it be for fun or work there is a spirit of co-operation that is splendid. The selling departments are, of course, rushed through the season, just passed, but the year is long and it seems that more meetings, more parties, more real friendship of one employee toward another would help lighten the work and add happiness to one's duty. Am I mistaken?—E.

There is no charity equal to the charity that is charitable to the uncharitable.

PEP

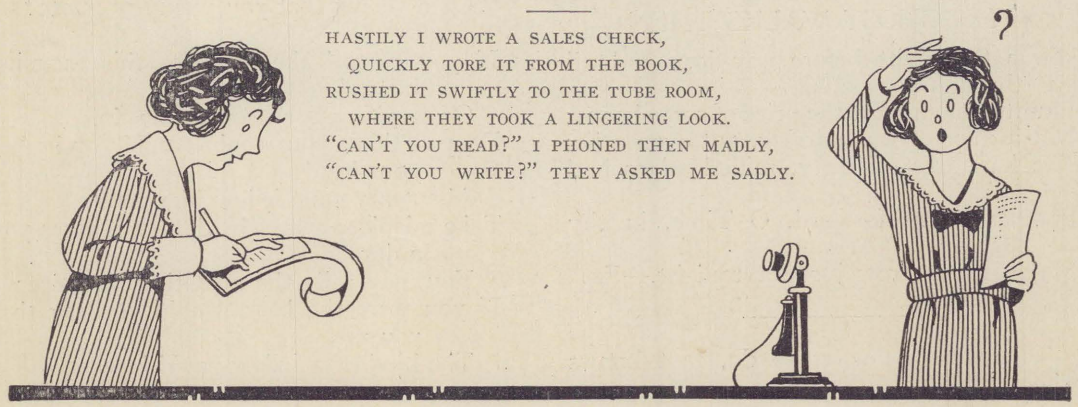
Vigor, vitality, vim and punch—
That's pep!
The courage to act on a sudden hunch,—
That's pep!
The nerve to tackle the hardest thing,
With feet that climb and hands that cling,
And a heart that never forgets to sing,—
That's pep!

Sand and grit in a concrete base,—
That's pep!
Friendly smile on an honest face,—
That's pep!
The spirit that helps when another's down,
That knows how to scatter the blackest frown,
That loves its neighbor, and loves its town,—
That's pep!

To say "I will," for you know you can,—
That's pep!
To look for the best in every man,—
That's pep!
To meet each thundering knockout blow,
And come back with a laugh, for you know
You'll get the best of the whole darned show,—
That's pep!

GRACE G. BOSTWICK.

THE POINT OF VIEW


HASTILY I WROTE A SALES CHECK,
QUICKLY TORE IT FROM THE BOOK,
RUSHED IT SWIFTLY TO THE TUBE ROOM,
WHERE THEY TOOK A LINGERING LOOK.
"CAN'T YOU READ?" I PHONED THEN MADLY,
"CAN'T YOU WRITE?" THEY ASKED ME SADLY.
?

MILLINERY WORKROOM CHRISTMAS PARTY

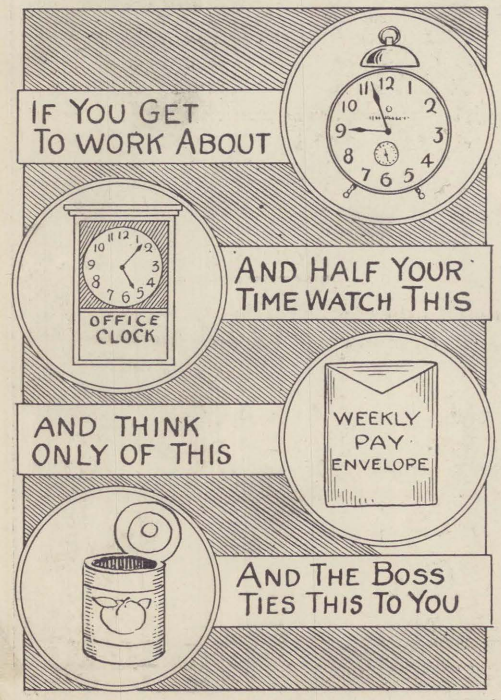
WE HAVE WITH US: Miss Hayes, Margaret O'Kane, Lena Brown, Thelma Lowe, Cleo Mentzer, Anna Bieger, Elizabeth Vislai, Helen Trescher, Mae Martin, Evalyn Calabaugh, Ruth Douty, Lena Tremel, Fannie Sanderson, Frieda Wissler, Pauline Gerson, Martha Caskey, Alma Miser, Florence Edwards, Viola Dineen, Margret Galatta, Loretta Heyman, Miss Dietrich, Miss Laggart, Miss McDonough, Sara Vaughn, Ester Thompson, Jane Flannery, Minnie Meyer, Anna White, Alma Locke, Elvira Valentine, Aldine Fleckenstein, and Helen Miller.

A PARTY FOR MISS HUDSON

Plans made quietly resulted in a happy surprise party on Miss Hudson, at her home the day before leaving for the South. Sandwiches and cakes and all the necessary things for a party were purchased in town by the girls before going to Miss Hudson's home. Luncheon was served and games were played. Among the girls from the store were: Miss Sadie Haney, Miss Mary Elser, Miss Elizabeth Schmidt, Miss Pauline Angst, Miss Rose Schomo, Miss Eva Carr, Miss Mary McCafferty, Miss Marie Meyer and Miss Hudson.

We had a little message from Miss Hudson telling us that nothing ever made her as happy as that show of real friendship from her girls. She said *we* couldn't give too much space to tell all about the fun they had and that she will always look back to her associations here as some of the most pleasant she has known.

Responsibilities gravitate to the person who can shoulder them, and Power bows to the man who knows how.—*Elbert Hubbard.*


IF YOU GET TO WORK ABOUT
AND HALF YOUR TIME WATCH THIS
OFFICE CLOCK
AND THINK ONLY OF THIS
WEEKLY PAY ENVELOPE
AND THE BOSS TIES THIS TO YOU

WERE'S YER KICK?

IN MEMORIAM

After an illness of nine weeks Mr. Charles Sauers, floor manager of the Coat and Suit Departments, died December 11th. Mr. Sauers had been with "The Big Store" more than seven years and was admired and respected by all in his departments. Mr. Sauers was one of the most thorough and systematic men we have ever had in the store.

Miss Rose Sauers, Assistant Buyer of Misses Coats, and Miss Elizabeth Sauers, J Shop Alteration Room, two sisters of Mr. Sauers, have been with the Big Store for a number of years and have in their recent bereavement the sympathy of the whole store.

Miss Betrin, of R Department, died December 30th in the West Penn Hospital. Miss Bertrin was with the store two years and proved to be a very successful saleswoman. Miss Bertrin's family lives in Bulger, Pa., where her remains were taken for burial.

WHAT WOULD YOU GIVE FOR A—

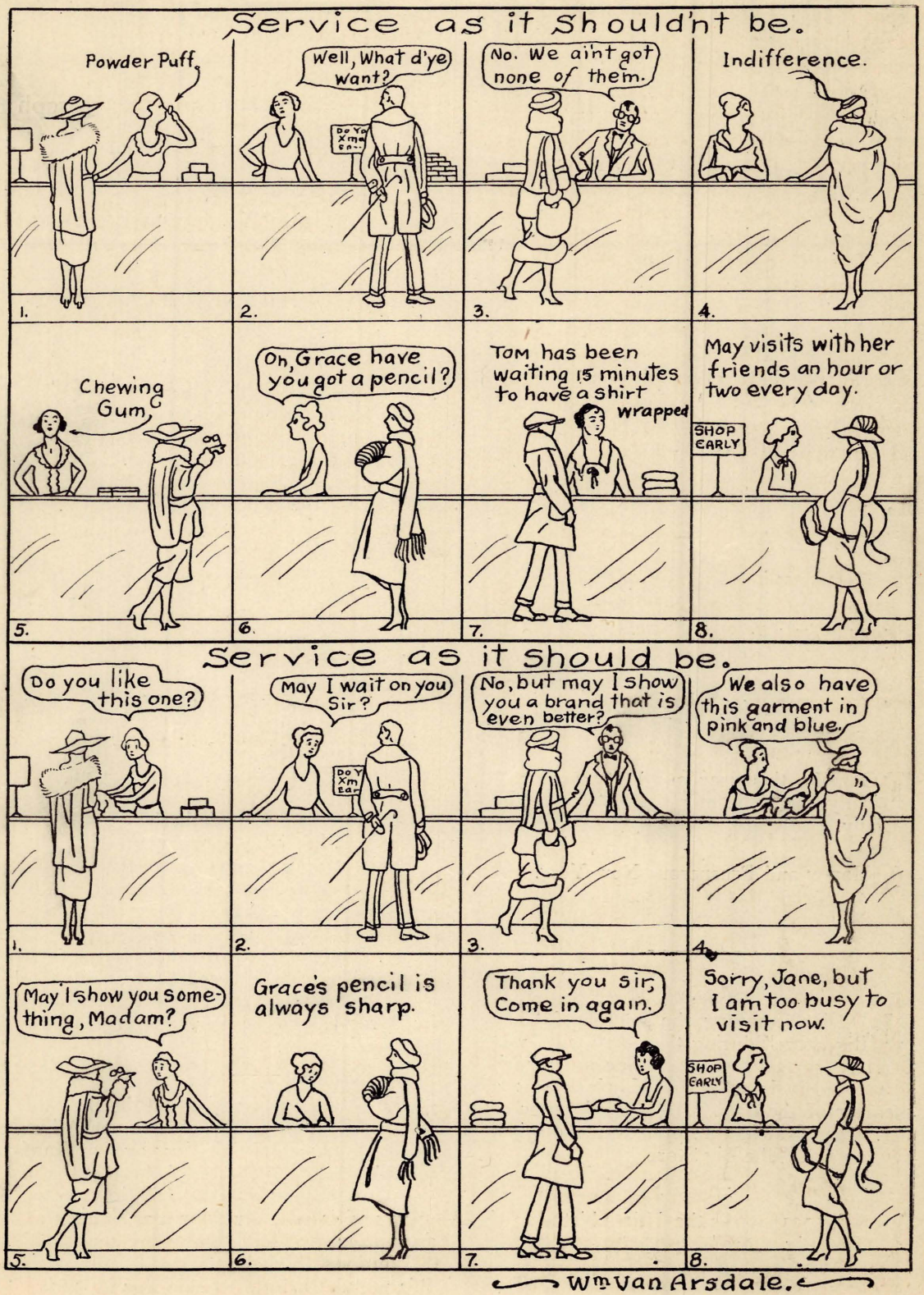
A Scotch accent like Mr. McGhee,
or
Feet like Mr. Flinn's,
or
A mustache like Elmer Kaufmann's—was—
or
An appearance like Mr. Lawler's in a frock coat,
or
A smile like Mr. Pridday's,
or
Hair like Ellen Lester's,
or
A voice like Rose of the switchboard,
or
A disposition like E. J. K's,
or
A soft job like Joe Meyers',
or
Cheeks like Mr. Loeb's,
or
Height like Mr. L. Jacobi's?

CONTRIBUTED.

"Mrs. Hotfoot, who lost her thumb in the railroad accident, has recovered $10-000 damages."

"Why, was her thumb so valuable?"

"Yes; it was the one she kept her husband under."


Service as it Shouldn't be.
Powder Puff.
Well, What d'ye want?
No. We ain't got none of them.
Indifference.
1.
2.
3.
4.
Chewing Gum.
Oh, Grace have you got a pencil?
Tom has been waiting 15 minutes to have a shirt wrapped
May visits with her friends an hour or two every day.
SHOP EARLY
5.
6.
7.
8.
Service as it should be.
Do you like this one?
May I wait on you Sir?
No, but may I show you a brand that is even better?
We also have this garment in pink and blue.
1.
2.
3.
4.
May I show you something, Madam?
Grace's pencil is always sharp.
Thank you sir, Come in again.
Sorry, Jane, but I am too busy to visit now.
SHOP EARLY
5.
6.
7.
8.
Wm. Van Arsdale.

THE EDITOR'

Ralph Lasday C. J. Hanlan Joseph Meyers
O. C. Lawler Ella M. Hyde J. E. Pridday
Nettie McKenzie A. B. Keuhn Frank Callahan
Harry W. Kennedy—Artist

Ruth E. Te
ASSOCIAT
ADVISOR

HAPPY New Year.

MAY you have every blessing,
That the New Year can bring,
A different joy for every hour,
In fact, just everything.

LET'S Resolve:

TO be happy.

TO be efficient.

TO be successful.

TO make this year our best year physically, mentally, morally, financially and socially.

A Happy and Prosperous New Year.

NOTABLE among the guests of "The Big Store" during the past month was Mr. Henry Kaufmann. While not a resident of Pittsburgh, Mr. Kaufmann is a member of the firm. He is the brother of Mr. Isaac Kaufmann, one of the original founders of "The Big Store."

JUNE, 1921, marks the fiftieth birthday of "The Big Store"

WHAT are your suggestions for the Fiftieth Anniversary?

TO THE NEW YEAR

BY T. A. DALY.

COME IN, child, come in!
Your sorry sire's dead;
Put on, as next of kin,
His crown upon your head.
Come in, child, come in!
Shut out the silly din,
And let the reign begin.
All set, lad, all set!
We hail you King—and yet
We cannot quite forget
Your'e like to be a scamp,
Your father was a sad one,
A mad one,
A bad one;
Your mother—if you had one—
Was probably a vamp.
Because of this wild blood of you,
We can't expect much good of you
But, though it's understood of you
You're just your father's son,
You needn't be a knave yourself
Begin at once to save yourself!
For goodness sake, behave yourself—
You know you're 21.

Mr. Herbert H. Rosenthal, formerly of Kansas City, has succeeded Mr. Kerngood as Millinery Buyer. He will be assisted by Miss Lillian Becker, who takes Miss Sommer's place.

AMONG the new arrivals at the Big Store is Mr. Bert L. Traub, former Advertising Manager and Sales Manager of Kaufmann & Baer. Mr. Traub is here in the interest of the new Sales Promotion Department and is officially known as Sales Manager.

We don't think he got away from K. & B.'s without a little trouble, for he arrived with a very big patch of plaster on his nose and a scratch on his "brow."

S OWN PAGE

)bets, Editor
E EDITORS
Mary Hall Estep Earl S. Land Mrs. T. L. Hale
Y BOARD
Mary V. Nugent Edith Ehrenfeld Jacob Alwes
B. T. Smith Catherine Malley Mathilda Minch
William Van Arsdale—Artist.

EXTRACTS FROM "HOW TO LIVE ON 24 HOURS A DAY"

"Time is a great deal more than money. If you have time you can get money—usually."

"You can only waste the passing moment. You cannot waste tomorrow. It is kept for you. You cannot waste the next hour. It is kept for you."

"You have to live on this twenty-four hours of daily time. Out of it you have to spin health, pleasure, money, content, respect, and the evolution of your immortal soul. Its right use, its most effective use, is a matter of the highest urgency and the most thrilling actuality. All depends on that."

"No object is served in waiting until next week or even until tomorrow."

"You may fancy that the water will be warmer next week. It won't. It will be colder."

"Employ an hour and a half every other evening in some important and consecutive cultivation of the mind."

"Keep going day in and day out."

"Concentrate on something useful. I don't care what you concentrate on so long as you concentrate. It is the mere disciplinning of the thinking machine that counts."

"Having once decided to achieve a certain task, achieve it at all costs."

ARNOLD BENNETT

Now that the holidays are over and stock-taking about complete, members of the library will get a chance to read the new books. The library, in the recreation room, is a branch of the Pittsburgh Carnegie Library and has a selection of books to suit individual tastes. Like the Carnegie Library there is no charge for the books unless kept out over the alloted time.

Read—books are the foundation of a wonderful education.

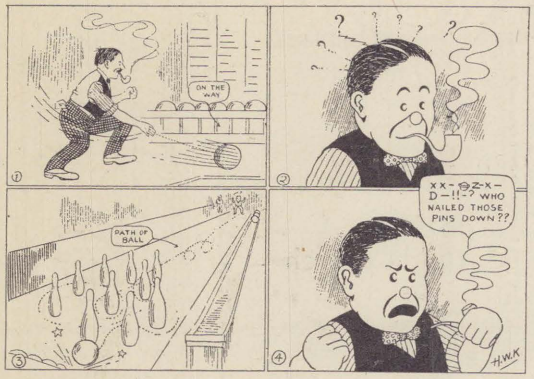
WITH nearly 200 members and more than $500 for the first weeks' deposit the Savings Club Vacation and Christmas, has started on its way. Members verily poured in last Wednesday morning and Miss Keefe and Miss Curtin were "swamped with money in large and small denominations."

A week before the Club began, the membership looked very "weak." The only thing to be done was to make a personal call on all the heads of departments and explain the "reason" of the Savings Club. This was done and in most cases members immediately joined. Mr. Odenheimer is the best "stump" speech maker we know. We "sold" the idea to him and he called the attention of his workroom force and then "sold" the idea to them. He does his duty right away and then has it over. Mr. Pridday was very busy with the December bills and for the benefit of his office force the club was open for new membership until Tuesday, January 10th, with the understanding that these late arriving members would make up their payments for the previous week. One of the hardest ideas in the world to sell to working girls, and some men, is the idea of thrift. The real success of this club comes from the untiring efforts of Mr. Breckenfelter, who has worked as its president, cashier, and membership solicitor.

If you haven't joined yet and are willing to make up your dues for the past weeks pay a special visit to Miss Keefe and she may make a concession and let you in.

THROUGH an oversight last month credit was not given to Miss Bernadette Marlier for the cover drawing. The cover was the first color drawing ever used on the Storagram and its success has led to a resolution to always use seasonable cover drawings.

BOWLING NEWS



Starting the second quarter the Big Store Team began making rapid strides toward getting back into first division, winning 15 out of the last 19 games. On December 7th, only four games were rolled in the League, owing to a special match that was rolled between the pick of the M. & M. League and Bellevue. The M. & M. boys winning by over 200 pins.

The Big Store Team was represented by McEvoy in this match. In the four games rolled this night we made a clean sweep over the Phoenix Glass Co. Doc. Thomas being the feature with 160 score for one game and 143 average for the night

Following this up on December 14th, by taking four out of five games from the Pittsburgh Printing Company, the last game being lost by seven pins.

These games were featured by the splendid rolling of Mr. Erb from the delivery department by turning in 127 average with 153 for high. Also Dad Craig, who made seven straight strikes, finishing with 237 score. This is high for the League and gives the boys something to shoot at.

On December the 21st we rolled the Mfrs. Light and Heat Co., and dropped three out of five, loosing one game by two sticks. In this game Gorman had a 99 score and McEvoy missed a one pin spare in the 10th frame.

On December the 21st we handed the League leaders, Avey and Irish a row of goose eggs, by taking five games.

Cap. Gorman did some consistent bowling, having 154 average for the night. (Some night, Capt., must have tipped the pin boy.)

Scores as follows:

KAUFMANN'S.

Gorman	114	...	...	...
Thomas	141	146	160	124
Craig	106	122	114	...
	...	164	113	110
Totals	361	432	387	372

PHOENIX GLASS CO.

Davis	78	87	133	117
	103	107	112	70
	112	108	128	126
Totals	293	302	373	313

KAUFMANN'S.

Edb	122	148	153	95	119
Gorman	93	117	132	132	103
Craig	109	123	123	237	109
Totals	324	388	408	464	331

DAY FORCE AT FORBES STREET GARAGE

Among those present:—Kelley, Coleman, Thierhoff, Conway, Ruffing, Finnegan, R. Robinson, H. Robinson Leese, Gebhardt, Wallace, Bruner, Larned, Counahen, Schraeffel, Kaylor, Freundt, Barnhardt, Tritinger, Kleeber, Maxim and F. P. Freeman.

PITTSBURGH PRINTING CO.

Fordenbecker	82	103	148	160	180
Miller	88	126	98	80	113
Seth	120	114	146	104	117
Totals	290	343	392	344	338

KAUFMANN'S.

Thomas	89	...	...	...	...
Gorman	...	117	130	99	127
Craig	128	121	149	133	110
McEvoy	105	112	107	142	175
Totals	333	350	386	374	412

MFRS. LIGHT AND HEAT CO.

Roberts	152	106	125	121	105
Richards	71	113	105	128	80
Heil	117	136	128	127	109
Totals	340	355	358	376	300

KAUFMANN'S.

Gorman	169	167	126	148	160
Thomas	144	122	148	91	141
McEvoy	100	192	108	143	113
Totals	413	481	382	382	414

AVEY AND IRISH.

Robbins	108	105	110	104	95
Dunny	90	90	90	90	90
Colves	141	140	172	149	97
Totals	339	335	372	343	282

HERE'S OUR ORCHESTRA—WHAT THERE IS OF IT

Anthony Chimienti .....Saxophone
J. A. Emanuel.....Horn
D. Emanuel .....Clarinet
D. Mezza .....Horn
Miss Marie Wilson.....Piano
S. K. Ford.....Cello
M. Stemmler .....Violin
A. L. Amon.....Tenor Saxophone
R. Lasday .....Violin
Charles Darage .....Drum
Mack Vulelich .....Cornet

Surely there are more musicians in this organization than those represented. If you have neglected to send your name to Mr. Caputo, 11th floor, do so now so that the orchestra may start rehearsals.

WE HAVE THIS STRAIGHT FROM MISS MALLEY.
First Floor

I WANT TO EXCHANGE A PICKLE DISH FOR SOME EAR MUFFS!
I TELL YOU I WANT TO EXCHANGE A LAWN MOWER FOR SOME POKER CHIPS!!
CAN I EXCHANGE A CUT-GLASS UMBRELLA STAND FOR A MONKEY-WRENCH?
SERVICE DESK
WM. VAN ARSDALE

HOW FAST CAN YOU SAY IT?

A tree toad loved a she toad
That lived up in a tree;
She was a 3-toed tree toad,
But a 2-toed toad was he.

The 2-toed tree toad tried to win
The she toad's friendly nod;
For the 2-toed tree toad loved the ground
That the 2-toed tree toad trod.

But vainly the 2-toed tree toad tried—
He couldn't please her whim;
In her tree toad bower
With her V-toe power,
The she toad vetoed him.

Lo-Be-Te.

PROMOTIONS AND TRANSFERS, DECEMBER, 1920

NAME	FROM DEPARTMENT	TO DEPARTMENT
Cecelia Dougherty	G Mill Stock	Auditing Sorter
Mrs. Simons	B of I Clerk	Bookkeeping Asst Operator
M. Lenon	Credit Office Clerk	B of I Tracer
Pearl Wolpert	B of E Clerk	B of E Junior Personnel Supervisor
Mrs. McNally	S Cont. Sales	O Art Sales
Mabel McDonald	Chg Office Base Dis	Bookkeeping Stuffer
Jesse Lucock	S Cont Sales	T Cont Sales
Hazel Sherman	S Cont Sales	Exchange Clerk
Grace Cooney	M Furn Clerk	Bookkeeping Dept
Irma Weiland	J Fur Stenographer	P Sta Sales
M. Marm	Bookkeeping	B of E Clerk
Elinor Fritzmus	P Book Sales	Exchange Clerk

GARAGE BACKFIRE

LeRoy Kelley has recovered from his serious illness, and is back with us again. Say, Kelley, who ever heard of the Marines, anyway?

Rev. Dr. Fahey has written a book on "Prayer." Coleman will soon publish his book on the "Perils of Fifth Avenue."

Freundt is preparing an essay on "How to Cure Cigarette Smokers."

Counahen and his private touring car 169 are very actively engaged in touring the country in search of our sinful Pierces.

Leo Schiegg is sick at present, imitating his friend Kelley. Let us hope he imitates him in getting well again soon.

Dad Leese was caught looking at an old horn; we suppose that is about all that is left of his car. How about it, Dad?

Fahey has been transferred to the night gang, which now includes Ed. Zallom, George Kutscher and Carmen Mea.

By the way, Kutscher celebrated Armistice day by getting married. Congratulations. He's got to work now.

Slim Tritinger was hit hard a short time ago by a severe attack of mumps, and as he is around eight foot in length the mumps had considerable territory to cover.

Charley Larned is overhauling his Maxwell again. This happens the fourteenth of every month. That so-called roadster that he owns is living up to its reputation of "So-Called" very nicely.

"Smiling" Joe Schroeffel is giving us his ideas on stock room management. He's got the right idea, believe me!

"Maggie" Robinson has opened a fruit stand in the magneto room. Get some "sweet" oranges. "Mag," your last ones were sour.

Anybody wishing to brush up on Civil War History should see "Dad" Malloy, our genial watchman.

"Kiddie Kar" Dean knows all about accident reports. Ask him about the Irish murphies and the 19 witnesses.

"Dick" Davis is back again. They all come back to our gang.

Professor Edward Bruner will lecture on Germany every lunch hour. Illustrative comments furnished by Kaylor and Counahen.

Pete Donovan and Charlie Malloy have a glorious wet time washing the cars. Some job and pretty well done.

"Deadeye" Stevens does his bit in the North Side Garage.

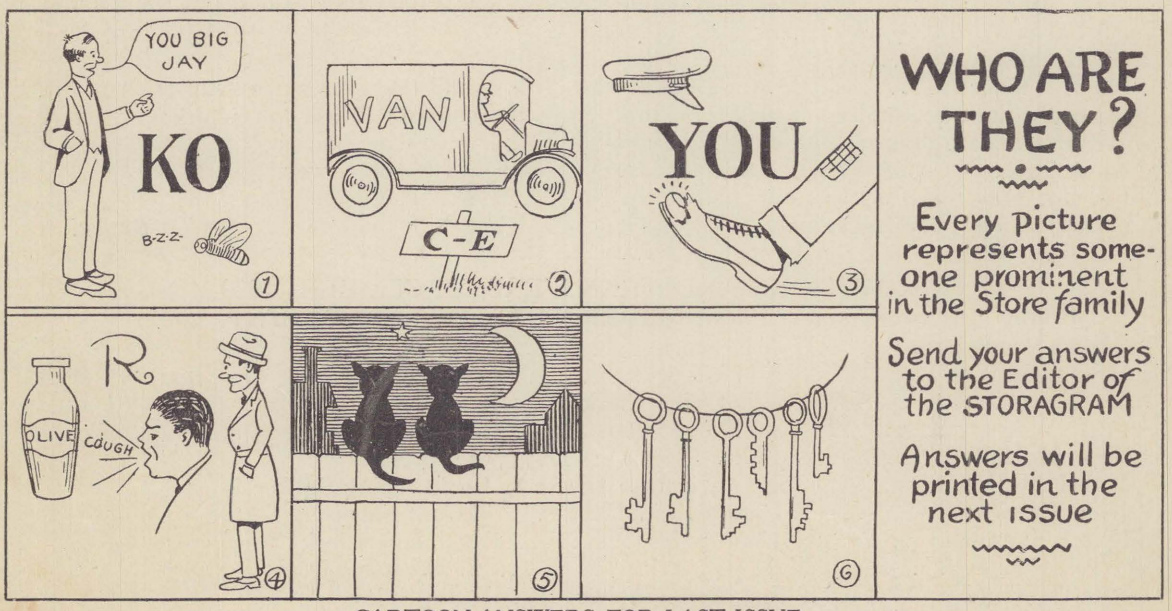
"Pop" Conway has a hard time remembering his name. One man calls him Conroy and the next one calls him consumption.

Even Mr. E. J. Kaufmann handed us a boquet. Out of 51 three-quarter ton trucks we have kept 50 running every day; out of 23 Pierces, 22 have been doing their daily bit for the biggest Xmas rush of our Big Store. We're glad we would do it and hope to keep it up. THE BACKFIRER.

"Did you bring home that pane of glass for the kitchen windy, Pat?"

"Oi did not. Oi was after a twilve by fourteen, an' the only soize they had was fourteen by twilve."

"Ye fool, why didn't ye get it? Ye could have put it in sideways, couldn't ye?"



CARTOON ANSWERS FOR LAST ISSUE

1—Burton; 2—Hacke; 3—Kline; 4—Quinn; 5—Kerngood; 6—Albright.

DON'T KICK

If you don't see what you just like in this paper, don't forget whose fault it is. You're cordially invited to contribute anything you want to make this your paper of interest at any time.

PUTTING ONE OVER ON THE EDITOR.

The Editor—You know who we mean—slips around and finds out all about the rest of us—and then puts us in The Storagram—but we've never been able to get anything in about her. This month we got up a little conspiracy with the printer, and so—

The Editor got a beautiful new rose-colored Ostrich Fan 'tother day, and it will be "some guy" that doesn't fall for her lovely blue eyes peeping from behind that fan.

And then—she came in one morning with bruised fingers. **She said** she caught them in the door of a machine—but **we think** some one with an awful grip called on her the night before. Ask her.

FIRST FLOOR.

All dead.

SECOND FLOOR.

Same—but don't know it.

THIRD FLOOR.

Miss Margaret Herbert, of J. Waists, is to be married to Henry Fowler, of Binghampton, N. Y., January 15th. They will honeymoon in the South and return to the East in April. Good luck and best wishes, Miss Herbert.

We take pleasure in introducing Mr. Terry, the new floorman in J suits. May all his efforts in the New Year meet with great success.

Mrs. McCreery, J Skirts, is the authority for this one. During Christmas week a mother was getting fitted in a skirt and told of doing all her holiday shopping in Kaufmann's stating that the evening before she and her husband had had a little argument in the course of which she had said, "Oh, you are awful." The little girl who had been taking in all the remarks of the argument, quickly replied, "Mother, let's go to Kaufmann's and get a new Daddy." *Want slips take notice—Calls for Daddies.*

Miss May Upperman, J Coats, received a beautiful umbrella as a Christmas gift this year from the girls in the painting class. Miss Upperman is instructor of china painting in the store.

As a parting gift to Miss Summers, assistant to Mr. Kerngood in the Millinery Department, the girls of the workrooms and of the selling force gave her a beautiful umbrella.

Santa Claus was in the Skirt Department in great shape. Books ad mufflers were reigning supreme. One scarf went to New York and another went to the South Side. Ask Sadie and Lela about them.

FOURTH FLOOR.

Miss Bessie Klein announced her engagement on Thanksgiving Day. Congratulations, Bessie.

Mrs. Morton was so busy during the holiday season that no one could find her. She acted as stock girl and "Jack of all trades."

Mrs. Hale was the busiest woman in "seven states" during the past month, but not too busy to be her congenial self.

SIXTH FLOOR.

We'll say Mr. B. T. Smith is a big man. He joined the new savings club and said, "anything that was good for the smallest employee of this house was good enough for him."

You'll be blessing the life out of Mr. Breckenfelter July 1st, when you get your vacation check. Maybe you didn't know he sold the savings idea to the house.

Miss Keefe nearly had "writers cramp" from filling in new account books. She's the best little treasurer we ever had. Yea, Keefe.

We know Miss Curtin has lost ten years since leaving the B of E—and working—why that's her middle name. She's also a big "gun" in the Savings Club—Secretary an' everything.

Miss Toler is still with us so we guess she explained that "picture stunt" of last month to the "mister's" satisfaction. We were worried.

Mr. Dean looks more at home these days for times in the furniture department are normal again.

?? !! *** ?? !! and then some, is what Mr. Hanlan thinks of some of the service work in the house. That's alright, Mr. Hanlan, but we're not all perfect.

We have a story from Mr. Rebsher which we're going to use real soon. It's all about period furniture and has a wealth of real information in it.

SEVENTH FLOOR.

Miss Hilda Barth, Lamp Department, was ill for a few days after the holidays. Too much Christmas, Hilda.

"Annie Guckenheimer," better known as Anna Guissner, Supervisor of the Glass Dept., is wearing a sparkler. We guess it will be an early spring wedding, that's if Merle doesn't change his mind.

Mr. Kypta, Floor Manager of the China Dept., is back to his childhood days again. "He is toothless." Poor fellow is to be pitied as all he can eat is *soup*.

Mr. Young, of the Lamp Dept., is all excited over the new Fixture Dept., but there will be no bonus for the next few months.

Miss Victoria Switalla has been promoted from Supervisor of Candles to Buyer of Lamp Wicks.

Miss Larden, of the Lamp Department, visits the Grocery Dept. quite often these days. We all think she's in love with the milk man.

Miss McKim is rather downhearted since the Holidays, as her affinity has been transferred to the Basement. But he still means good.

EIGHTH FLOOR.

Miss Mary Elser, assistant to Miss Hudson, has been made supervisor of all inspectors and cashier wrappers on Third, Fourth, Fifth and Seventh floors.

Miss May McDade is now Mrs. Fabian Henry, of Lancaster, Ohio. The wedding took place Wednesday, December 29th. Best wishes and good luck go with her from the Alteration Room, Eighth Floor.

The Alteration room has made a splendid showing in the Savings Club recently organized in the store. More than 35 of the workers of this room have enrolled their names. Mr. Odenheimer needs a vote of thanks for selling the "thrift" idea to his employees.

Mrs. Max Odenheimer and Baby Odenheimer returned last month from a six-months' trip in Europe. Mr. Odenheimer was surely glad to see them get here. He's been batching it all that time.

Notable among the promotions this month is that of Miss Pearl Wolpert, former B. of E. clerk to B. of E. Junior Personnel Supervisor. That's a step worth taking, Miss Wolpert.

Mr. Katz is busy as a nailer with his interior decorations.

Mr. Strazza is breathing a little easier now that the holiday rush is over. Never in the history of the store were packages turned out in such order and number as in 1920. He needs a pat on the back and this is the best way we know how to do it.

Hear us and weep—Mr. Lawler has lost his sunny disposition. He is so busy these days he hasn't time to even smile. We're peeved. Of course, we know he has a grudge against the Storagram but all that happened last year.

Miss Martha Martin, here for a short time as Mr. Kerngood's secretary, has joined the ranks of a North Side firm. Miss Martin was one of the nicest girls we could ever imagine, and we do hope she'll get along in her new position.

Miss McKenzie has become a regular school ma'am these days. She has a class of new employees every morning.

Miss Maloney came in some time ago with a big patch on the side of her facae. She's too peaceful for us not to believe that it was not a carbuncle. It was obliging, though, for it left in time for the holidays.

The China Painting Class presented Miss McKenzie with an exquisite painting done by Miss Upperman, teacher of the class. The picture represents a scene from Bear Run, the Kaufmann's Summer Camp, and is known to all the girls as the "Baptismal Pool."

The Employees Mail Box has been transferred from the Restaurant to the Rest Room, Eighth Floor. If you expect a letter it will be found in that box where letters are arranged in alphabetical order.

Christmas Baskets of flowers, fruits and groceries were sent to the sick and convalescing employees. Miss McKenzie was busy for two days planning and ordering suitable things for these employees.

ELEVENTH FLOOR.

Miss Mildred Garee has succeeded Miss Fleet in the office of the Piano Department. She was formerly connected with with the Rieck-McJunkin Co., of the city.

Mr. Caputo, Musical Instrument Department, says that there should be more than eleven musicians in the four thousand employees of "The Big Store." How about it?

Mrs. Williams has made a record for herself in the Record Department. She's one of the most obliging saleswomen we know.

No hard feelings, Mr. Birdsong, we were only "spoofing" last month about your "sense" and "feeling."

We're sorry to state that Mr. Mennigke has never seen a "Storagram." Will someone see that he gets one of these?

Miss Sadie Fleet, for two years head of the Piano Office, has left the store. Many were sorry to see her leave.

Mr. Lasday has been in the East over the holidays. He combined business with pleasure. Mrs. Lasday accompanied him.

Business surely uses the axe on sentiment for Mr. and Mrs. Walrath are to be separated. Mrs. Walrath will remain with us in the Victrola Department, but Mr. Walrath goes to another department store in the city.

Mr. L. Jacobi, Jr., piano buyer, left us the first of last month. He had been with the house a number of years and was a well-known "fixture" of the eleventh floor.

Advertising Department

We wondered until recently how Miss Howard could draw such pretty faces on her fashion figures. But we have noticed that one permanent fixture of her office is a mirror that stands opposite her face as she draws. The effect is to be expected.

Mrs. Cashdollar and Miss O'Donnell were dressed as children in the office one evening recently. They were going to a club party and had to revert to their childhood ways and clothing. Miss O'Donnell looked charming in her gingham apron and Mary Jane pumps.

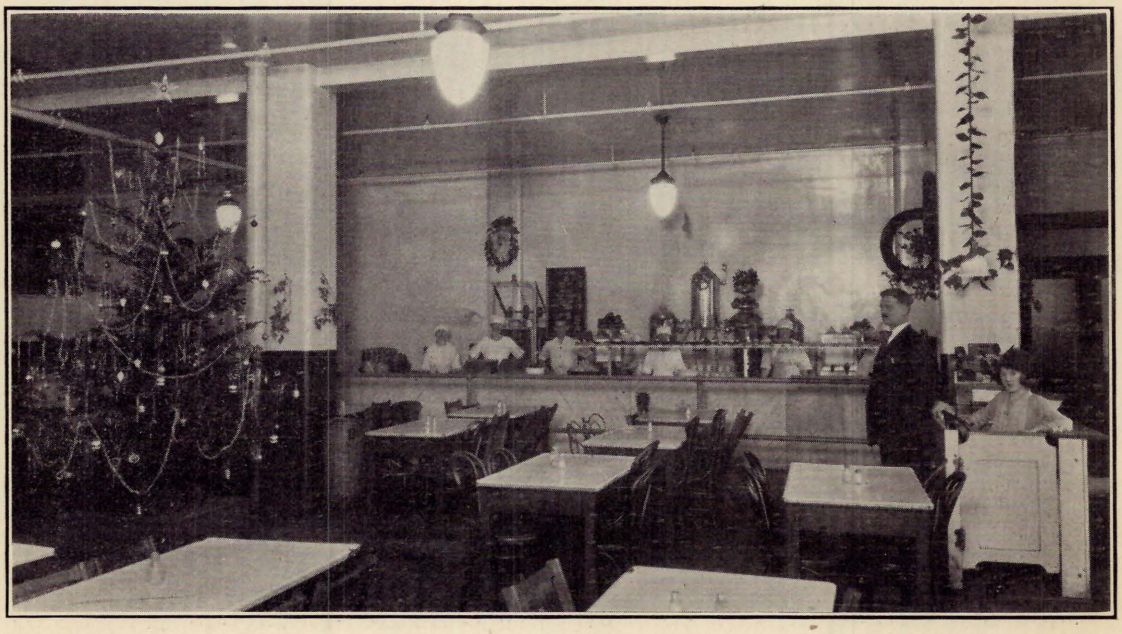
Basement.

Hustling Mishki Goldstein, of Department 133, is back on the job after four weeks' illness. He and "Jake" of the same department have Dempsey and Carpentier backed off the map as "scrappers."

Miss Laura Best was the guest of Mrs. A. M. Cuneo over the Christmas holidays. Miss Best is of J Childs.

Sack cloth and ashes are much in evidence in the basement. Weeping is profuse and many mourn the loss of Mr. Dreyfuss who left the store the first of this month to go in business for himself in Memphis, Tenn.

Miss Sadie Haney has been made supervisor of inspectors and cashier wrappers in the basement, first floor and second floor. Before this Miss Haney was stationed in the wrapping room, basement.



THE EMPLOYEES RESTAURANT

LEFT TO RIGHT: Joseph E. Sadowski, A. Gilletti, M. Suckey, S. Mortz, M. Dean, F. R. Hoerster and M. Kaiser

FAMOUS LAST WORDS

Typical Speeches Delivered Just Before the Fool-Killer Wielded His Axe.

"I wonder if it's loaded. I'll look down the barrel and see."

"Oh, listen! That's the train whistle. Step on the accelerator, and we'll try to get across before it comes."

"They say these things can't possibly explode, no matter how much you throw them around."

"I wonder whether this rope will hold my weight."

"It's no fun swimming around in here. I'm going out beyond the life lines."

"Which one of these is the third rail, anyway?"

"There's only one way to manage a mule. Walk right up in back of him and surprise him."

"That fire-cracker must have gone out. I'll light it again."

"Watch me skate out past the 'Danger' sign. I bet I can touch it.

"These traffic policemen think they own the city. They can't stop me. I'm going to cross the street now. Let the chauffeurs look out for me."

"What a funny noise that snake makes. I think I'll step on him."

"I've never driven a car in traffic before. But they say it's perfectly simple."

"I think I'll mix a little nitric acid with this chlorate of potassium and see what happens."—*Life.*

Mr. A. Jacobi, supply manager, is authority for this one: He was coming up the elevator one busy Saturday when, as the elevator neared the seventh floor, an elderly matron spoke: "Now don't forget me at the Seventh, I don't want a *choy ride.*"

The worried countenance of the bridegroom disturbed the best man. Tiptoeing up the aisle, he whispered:

"What's the matter, Jock? Hae ye lost the ring?"

"No," blurted out the unhappy Jock, "the ring's safe eno'. But, mon, I've lost ma enthusiasm."

"Rastus, what's an alibi?"

"Dat's provin' dat you wuz at prayer meetin' whar you wasn't, in order to show dat you wasn't at the crap game whar you wuz."—*Lehigh Burr.*

An Obliging Salesman—The woman shopper looked and looked, but seemed to be unable to find anything to satisfy her. The obliging clerk pulled down box after box in an attempt to make a sale. Finally the woman picked up her gloves and parasol and observed:

"I don't think I'll buy anything today. I'm sorry to have troubled you, but the fact is I was just looking for a friend."

"Oh, that's all right. It was no trouble at all, I assure you," the clerk answered. "In fact, if you think your friend might be in any of the few remaining boxes, I'll open them, too!—*Harper's Magazine.*

Seemingly Appropriate—Department Manager—I had to fire that patent-leather haired clerk.

Floor Walker—Why?

"A red-headed man came in and asked for hair oil."

"Yes—"

"And that boob gave him a bottle of russet shoe polish."—*Youngstown Telegram.*

He is a man of law and wit; also a hairless man is he. His signature tells all of it—*"J. Wise, B.A., LL.D."*

COMPETITION

"Yes," said the specialist as he stood at the bedside of Mr. A. Jacobi, the purchasing agent, "I can cure you."

"What will it cost?" asked the sick man faintly.

"Ninety-five dollars."

"You'll have to shade your price a little," replied the purchasing agent, "I have a better bid from the undertaker."—*Pittsburgh Chronicle Telegraph.*

...1921...
SALESMANSHIP CREED

I Am Resolved

1. To treat each customer with the courtesy that springs from genuine friendliness and respect.
2. To have more thought for the customer's final satisfaction than for the amount of the immediate sale.
3. To know my stock—and to be accurate in statements about merchandise.
4. To be as attentive to the purchaser of an inexpensive article as to one whose needs are more elaborate.
5. To be patient with the customer who is provoked; prompt with the customer who is hurried; sympathetic with the customer who is puzzled; considerate of those who are difficult to satisfy and hospitable to those who are strangers in my store.
6. To seek a clear understanding of the customer's exact requirements, that I may present merchandise which is precisely the thing desired.
7. To be friendly but not familiar; cheerful, but not boisterous; to give information, not advice.
8. To keep my service up to the standard of my merchandise.
9. To increase my sales, not by means of persuasion or trickery, but by making customers feel that this is a store in which they are served pleasantly, capably and promptly; so they will wish to do as much of their buying as their needs permit.
10. To be loyal to my employer, considerate toward my associates and thereby keep true to myself.

—Exchange

RESOLUTIONS